



Five Ways AI Is Transforming Dental Marketing

Practical shifts & fast actions
your practice can use this week



1 — Search is conversational

Patients ask assistants, not type keywords. Answer real questions — not phrases.

 **Quick Action:** Add short Q&A sections to your top 10 service pages this week.



2 — AI visibility is the new SEO score

Track how often AI assistants cite you (snippets, overviews, featured answers).



Quick Action: Add "AI-Visibility" as a KPI to your monthly report.

3 — Answer-first content beats long intros

Short, authoritative answers that assistants can cite win discovery.

Quick Action: Convert 3 procedure pages to "summary + detail + citations" format.



4 — Optimize for GEO / AEO / LLMO



Local Presence

GBP optimization and structured data



Review Signals

Consistent review acquisition



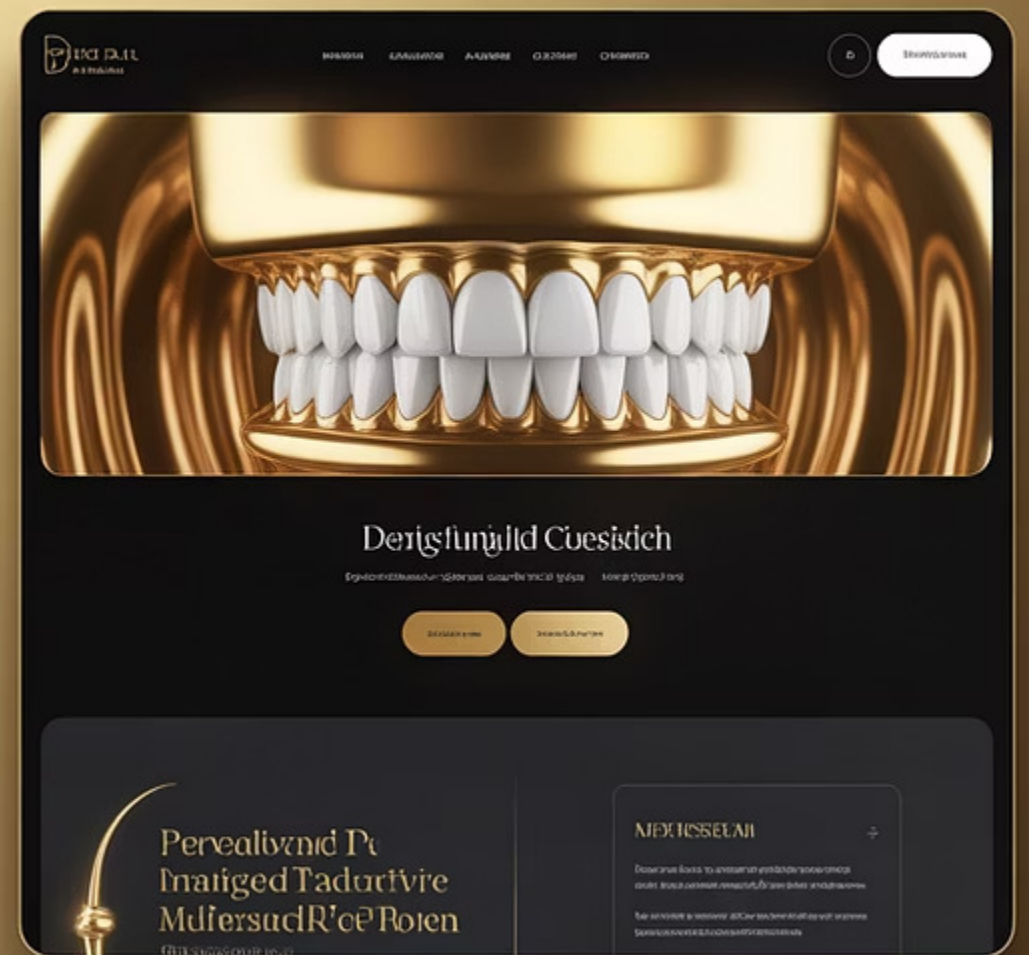
Data Hygiene

NAP consistency across platforms

Feed hygiene (GBP, reviews, structured data) plus local pages raise recommendation chances.



Quick Action: Fix NAP inconsistencies and add FAQ schema for each location.



5 — Hyper-personalization converts faster

Personal landing pages and contextual CTAs increase appointments and case acceptance.

Quick Action: Run one paid ad → personalized landing page experiment this month.

Ready to modernize your practice? Comment **"Ready,"** and I'll send you a free, one page practice visibility audit!